

Amendments to the Claims:

1 - 21. (canceled)

22. (new) A device for magnetically transferring indicia to a wet coating composition applied to a substrate, said coating composition comprising at least one type of magnetic or magnetizable particles, and said device comprising a body of permanent-magnetic material, the said magnetic material is permanently magnetized in a direction substantially perpendicular to a surface of said body, characterized in that

the said surface of said body carries indicia in the form of engravings, causing perturbations of its magnetic field, and

the said body is either a flat plate or a cylindrically curved plate.

23. (new) The device according to claim 22, wherein said indicia is a design or an image.

24. (new) The device according to claim 22, wherein said substrate is a sheet or a web.

25. (new) The device according to claim 22, wherein said body is mounted on a rotatable cylinder on a printing machine.

26. (new) The device according to claim 22, wherein the body of permanent-magnetic material is a polymer-bonded composite which comprises a macromolecular polymer and a permanent-magnetic powder, said magnetic powder being selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-ironboron alloys.

27. (new) The device according to claim 22, wherein said body is mounted on a support.

28. (new) The device according to claim 22, wherein said surface is covered with a non-magnetic material.

29. (new) The device according to claim 28, wherein said material preferably fills up said engravings in said body.

30. (new) The device according to claim 22, wherein said engravings in said body are filled up with a magnetic material.

31. (new) The device according to claim 22, wherein said surface is surface-treated, enabling a reduction of friction resistance and/or wear.

32. (new) A method for magnetically transferring predeterminable indicia onto a printed document, comprising the steps of

a) applying a layer of an ink or a coating composition to at least a part of a first surface of a sheet or web, said ink or coating composition comprising at least one type of magnetic or magnetizable particles;

b) exposing the coated sheet or web of step a), while the applied ink or coating composition is wet, to the magnetic field at the surface of a body of permanent-magnetic material, said body being either a flat plate, or a cylindrically curved plate, and said surface of said body carrying predeterminable indicia in the form of engravings, thereby allowing the said magnetic or magnetizable particles to orient in the said magnetic field; and

c) hardening the ink or coating composition, thereby irreversibly fixing the orientation of the oriented magnetic particles of step b);

wherein the body of permanent-magnetic material is permanently magnetized in

a direction substantially perpendicular to the said indicia-carrying surface of said body and said engraved indicia in said surface cause perturbations of said magnetic field.

33. (new) The method according to claim 32, wherein said indicia is a design or an image.

34. (new) The device according to claim 32, wherein said body is mounted on a rotatable cylinder on a printing machine.

35. (new) The method according to claim 32, wherein a second surface of the said sheet or web, opposite to the said imprinted or coated first surface, is exposed to the said magnetic field of the indicia-carrying surface of the body of magnetized permanentmagnetic material.

36. (new) The method according to claim 32, wherein the said body of permanent-magnetic material is a polymer-bonded composite which comprises a macromolecular polymer and a permanentmagnetic powder, wherein the magnetic powder is selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-iron-boron alloys.

37. (new) The method according to claim 32, wherein the said surface of the said device is surface-treated for the reduction of friction resistance and/or wear.

38. (new) The method according to claim 32, wherein the said engraving in the said surface is filled up with a magnetic or a non-magnetic material.

39. (new) The method according to claim 32, wherein the ink or coating composition

is selected from the group of inks consisting of screen-printing inks, gravure inks, and flexographic inks.

40. (new) The method according to claim 32, wherein the said at least one type of magnetic particles is a magnetic optically variable pigment.

41. (new) The method according to claim 32, wherein the said sheet or web is used for the production of a bank note, a value paper, an official document, a tax excise stamp, a label, a foil, a thread or a decal.

42. (new) A method for continuously magnetically transferring, on a printing press, predeterminable indicia onto a printed document, comprising the steps of

a) mounting a thin, plate-like device around a rotatable cylinder, said plate-like device comprising a body of a permanent-magnetic material carrying predeterminable indicia in the form of engravings at its surface, such that the said engraved surface is located at the outer surface of the cylinder;

b) imprinting at least part of a first surface of a sheet or web with an ink, said ink comprising at least one type of magnetic or magnetizable particles;

c) exposing the imprinted sheet or web of step b), while the printed ink is wet, to the magnetic field at the said indicia-carrying surface of said body thereby allowing the said magnetic or magnetizable particles to orient in the said magnetic field; and
d) hardening the ink, thereby irreversibly fixing the orientation of the oriented magnetic particles of step c);

wherein the body of permanent-magnetic material is permanently magnetized in a direction substantially perpendicular to the said indicia-carrying surface of said body, and said engraved indicia in said surface cause perturbations of said magnetic field.

43. (new) The method according to claim 42, wherein said indicia is a design or an image.

44. (new) The method according to claim 42, wherein a second surface of the said sheet or web, opposite to the said imprinted or coated first surface, is exposed to the said magnetic field of the indicia-carrying surface of the body of magnetized permanent-magnetic material.

45. (new) The method according to claim 42, wherein the said body of permanent-magnetic material is a polymer-bonded composite which comprises a macromolecular polymer and a permanent-magnetic powder, wherein the magnetic powder is selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-iron-boron alloys.

46. (new) The method according to claim 42, wherein the said surface of the said device is surface treated for the reduction of friction resistance and/or wear.

47. (new) The method according to claim 42, wherein the said engraving in the said surface is filled up with a magnetic or a non-magnetic material.

48. (new) The method according to claim 42, wherein the ink or coating composition is selected from the group of inks consisting of screen-printing inks, gravure inks, and flexographic inks.

49. (new) The method according to claim 42, wherein the said at least one type of magnetic particles is a magnetic optically variable pigment.

50. (new) The method according to claim 42, wherein the said sheet or web is used for the production of a bank note, a value paper, an official document, a tax excise stamp, a label, a foil, a thread or a decal.

51. (new) Use of a device, comprising a body of permanently magnetized magnetic material having a surface carrying indicia in the form of engravings, for the magnetically induced transfer of said indicia to a wet coating layer applied on a sheet or web, wherein the said body is permanently magnetized in a direction substantially perpendicular to the said indicia-carrying surface of said body, and said engraved indicia in said surface cause perturbations of said magnetic field, and wherein the coating layer comprises at least one type of magnetic optically variable pigment.

52. (new) Printed product, comprising at least one coating layer, said coating layer further comprising at least one type of magnetic optically variable pigment particles, characterized in that indicia are embodied in said coating layer through a selective orientation of said magnetic optically variable pigment particles, as the result of an exposure of said coating layer to the magnetic field at the surface of a device according to claim 22 while said coating layer is wet, followed by hardening said coating layer.

53. (new) Printed product according to claim 52, wherein said product is a bank note, a value paper, an official document, a tax excise stamp, a label, a foil, a thread, or a decal.

54. (new) A method for producing a device according to claim 22, comprising the steps of:

a) providing a device comprising an unmagnetized body of permanent-magnetic material, the body having at least one flat or cylindrically curved surface;

b) engraving predeterminable indicia into the said surface of the body of step a); and

c) permanently magnetizing the engraved body of step b) in a direction substantially perpendicular to the indicia-carrying surface.

55. (new) A method for producing a device according to claim 54, wherein the said body of permanent-magnetic material is a polymer-bonded composite, which comprises a macromolecular polymer and a permanent-magnetic powder, wherein the magnetic powder is selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-iron-boron alloys.

56. (new) A method for producing a device according to claim 55, wherein said engraving of indicia is performed by a tool selected from the group consisting of mechanical ablation tools, gaseous-jet ablation tools, liquid-jet ablation tools, and laser ablation tools.

57. (new) A method for producing a device according to claim 22, comprising the steps of:

a) providing a device comprising a permanently magnetized body of permanent-magnetic material, the body having at least one flat or cylindrically curved surface, and being magnetized in a direction substantially perpendicular to the said surface; and

b) engraving predeterminable indicia into the said surface of the body of step a).

58. (new) A method for producing a device according to claim 57, wherein the said body of permanent-magnetic material is a polymer-bonded composite, which comprises a macromolecular polymer and a permanent-magnetic powder, wherein the magnetic powder is selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-iron-boron alloys.

59. (new) A method for producing a device according to claim 58, wherein said engraving of indicia is performed by a tool selected from the group consisting of mechanical ablation tools, gaseous-jet ablation tools, liquid-jet ablation tools, and laser ablation tools.